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(54) **TECHNIQUES FOR INTELLIGENCE USING CONNECTED VEHICLE DATA**

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(57) **ABSTRACT**

Vehicle manufacturers may leverage one vehicle of a household to gain intelligence to determine whether a new vehicle may be purchased or an existing vehicle may be replaced for the household. Techniques include identifying a home geofence space that identifies the household at the household address for the vehicle. The sensor data from the vehicle can be used to identify other vehicles within the home geofence space. When other vehicles are identified that match appropriate criteria, the other vehicles may be associated with the household. Further observation of the other vehicles and the behavior of the members of the household can be used to identify when an existing vehicle of the household may be replaced and/or a new vehicle may be purchased. Upon determining that a new or replacement vehicle may be purchased, marketing materials may be provided to the household to aid the household with purchasing the new vehicle.